



# A.A.M.M. NEWS

WASHINGTON CHAPTER

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AMERICAN ASSOCIATION OF MASSEURS & MASSUSES

ARTHUR DUNBAR--EDITOR

MILTON A NIEDFELT---ASSISTANT

March 1954

805 E. Denny---- Seattle Washington CA 8655

## IT IS INSPIRING!

To read on page 6 & 7 of the February issue of our Official Bulletin the MASSEUR of the LEADERSHIP our A.A.M.M. is giving to all the Massage Profession. We counted 13 letters from 11 different states going to our National Secty-treas extolling our A.A.M.M..IN ONE ISSUE  
Asst. Editor A.A.M.M.News.

## OUR MONTHLY MESSAGE

By

Mr. Arthur Mann

Washington State President

### A BEACON LIGHT!

For hundreds of years the Lighthouse has saved the lives of storm driven sailors by sending its beam out into the dark night to guide them safely into shore or around some dangerous rocks. We hope that we in our profession will become a Beacon of Light to not only our patients, but to the public in general by not only alleviating pain but by pointing out the bad health habits and ways of living which has caused either nervous, mental or physical break down. I feel that there is a great lack of understanding of the function of the body by the average public. Other than the little we are taught in the public schools. Even the past generations, while perhaps they knew less about the function of the body, at least were taught how to use ordinary home remedies, which we today know little about.

Just as the light houses have improved from the ones built by the Libyans on the ancient Egyptian coast, which were lighted by crude metal baskets with burning coal or wood hung from poles on the top of towers to the modern mechanisms used today which will operate for months and sometimes for almost a year without attention or care, so our profession has progressed from early methods to the advanced methods now used in the care of the sick.

But as the lantern which houses the light is the most important part of the lighthouse, so is our body the most important part of

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Beacon  
You know what  
I know about

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our work; We must therefore keep it in good condition by plenty exercise, fresh air, proper diet and sufficient rest, if we are to keep fit for the profession we have chosen.

"I had a tiny box, a precious box  
Of human love--my spikenard of great price;  
I kept it close within my heart of hearts,  
And scarce would lift the lid least it should waste

One day a strange  
Deep sorrow came with crushing weight,  
And fell upon my costly treasure, sweet and rare,  
And broke the box to atoms. All my heart  
Rose in dismay and sorrow at this waste.

But as I mourned, and behold a miracle  
Of grace Divine; my human love was changed  
To heaven's own, and poured in healing streams  
On other broken hearts, whild soft and clear  
A voice above me whispered,

"Child of mine,  
With comfort wherewith thou art comforted,  
From this time forth go comfort others.  
And thou shalt know blest fellowship with me,  
Whose broken heart of love hath healed the World."  
Streams of the Desert  
Longfellow says quote; Give what you have; to someone it may  
be better than you dare think

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A Letter from the Mr. & Mrs. Earl Willits  
Feb, 25, 1954

Dear Mr. Niedfelt;

Just a few lines to acknowledge the beautiful tea set we won in your raffle and thank you and the A.A.M.M. for such good taste in your selection.

Royal Albert in the Wildrose pattern is just what we would have chosen. We are very proud of it and hope to add to the set in years to come. Thanking you again, we remain. Sincerely yours,

Mr. & Mrs. Earl Willits.

Ed. Note--- Mr. Willits is "Chief Masseur" of the Men's Conditioning department of the Washington Athletic Club in Seattle.

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"LIFE", short and perilous as it is can have meaning ONLY as we relate ourselves to society.--- Albert Einstein.

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It is fruitless to treat the body alone, when it is the MIND that is suffering; but by giving remedies to the mind, very often we can release the body of abnormalities.

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Mr. Arthur Dunbar your Editor, is now working at the Elks Club in Seattle 4th & Spring.

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The POOR are imprisoned by poverty, the RICH enslaved by their riches, a shift over from Poverty to Riches produces only a change of prisons.  
Charles Dickens.

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Man's inhumanity to man, makes the countless millions boil.

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WHAT HAPPENED AT OUR PARTY FEBRUARY 7, 1954

The planning of the American Association of Masseurs and Massuses, fifth Birthday Anniversary party by the big enthusiastic committee of the Seattle Local was wonderful and it worked out fine.

The State President Mr. Arthur Mann and Mr. Phillip Jenssen, and Mr. John Murray were on the Committee to get some educational films, and they did a wonderful job. They found out that MASSAGE IS STILL in its Pioneer stage. They went hither and yon to get films on Massage, and finally they found some in the University of Washington that were issued by the U.S. Federal Government for educating Nurses in the art of Massage and they also got some films of Hydro-therapy.

Then Mrs. Mann and her wonderful Committee of women got up a Buffet lunch, and that was wonderful. This lunch was not the usual lunch for section hands but real food, a nutritious lunch. There was Fruits fixed in many ways, and sandwiches made in particular ways and someone else will have to tell about that.

Mrs. Regina Williams our Secretary-treasurer had her hands full collecting for the Door, and also for the Raffel of an imported China set valued at \$38.00. We think she did a wonderful job collecting the money due the organization. She was aided by Idamae Lukins & Mrs. Bertha Reager our State Vice President. Bertha acted as usher and assisted in helping people to register.

The room was in the Swedish Club 1627--8th Ave in Seattle, and just the right size for the group we had. Long before the 3:00 P.M. set for the party the Committee Mr. Arthur Mann, Mrs. Dorothy Mann, Mr. John Murray, Mr. & Mrs. Milton Niedfelt and their adopted mother Mrs. Ethel Moore, and daughter Lucile Davis and Mr. & Mrs. Phillip Jensen and Idamae Lukins begun work.

The men began to assemble the movie machine, and the women began to wash dishes and make sandwiches, and things begun to hum.

Shortly before 3:00 P.M. Mr. David Levine President of the Seattle City Council, and Mrs. Levine his charming wife came in and Mr. Levine was given the floor for about 5 minutes, and Mr. Levine wished us a wonderful birthday, and told what a pleasure it was to work with our members in his capacity as head of the Seattle License Department. Then Mr. Levine and his wife had to leave for other places.

Mr. John Murray, chairman of the Committee opened the meeting by presenting our State President Mr. Arthur Mann. Mr. Mann told about the hopes of the Organization, and introduced further speakers. This terminated shortly, and Mr. Jenssen began to reel off the movie.

For some forty minutes we looked at sound pictures showing us approved ways of effleurage and kneading the muscles. Mr. Jenssen also showed some Hydrotherapy pictures, and at the end of this Hydro-therapy massage were shown which turned out to be "Whirl-pool" baths.

We certainly are thankful to our Chairman Mr. John Murray and his close helper Mr. Jenssen. While we backed them up, still they did a lot of running around hither and yon to get these things moving, and most all Mr. Murray is a quiet unheard worker, who works instead of talks, he is a deep thinker. So don't underestimate his abilities.

After the picture show, we formed a line and ate our lunch, Bertha Reager our very fine State Vice President did the honors of cutting the big beautiful cake. This was a large sheet cake, about 18 by 24 inches, beautifully trimmed with white icing, and a spray of pink roses around the edge. Two lovely silver bells in the spray of roses, with the words "HAPPY 5th ANNIVERSARY" written across the cake. Credit for this artistically decorated cake goes to Mrs. Clara Jenssen.

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There were chairs and tables for everyone, and after lunch we reviewed the names on our Charter and found three Charter members of the Seattle Local in attendance. They were Regina Williams, Mr. Milton Niedfelt, and Mr. Ray Hunt. We forgot to get the names on the State Charter, and it is believed that some of the State Charter members were present who had somehow failed to get their names on the City Charter. Notably Mr. & Mrs. Mann.

The minutes of about ten years ago were read. Minutes of the first meeting of the Seattle Association of Masseurs and Massuses which was called at the home of Mr. & Mrs. Hugh Murray 118 Bellevue North, on September 26, 1943.

It was then about 5:10 P.M. and we were informed that the World Traveler and National outstanding, Drugless physician Dr. M.O. Garten was in our midst, and wanted to meet our group, and say "Hello" to our members. The floor was given to him for about 30 minutes.

Dr. Garten told us about his visit to South America, and that we should begin to expand our profession to South America and other parts of the world. He told about the Hunda people, who live in a valley

near Tibet in a valley to which the mountain pass reaches 20,000 feet, where the people lived well over 100 years old, and told briefly how they lived. Dr. Garten asked if there were any questions, we would like to have answered; and one man asked about Cancer. Dr. Garten told us "PURE COCOANUT MILK, in conjunction with a 2 weeks water fast, would be a very fine aid to Cancer patients. Before 30 days on the Coconut milk had passed we would find the strength returning and recovery possible. That the trouble with cancer was that the people based their diet upon things that caused too much toxic poison in their bodies.

About 6:00 P.M. we all went home happy. We made a lot of new friends and some of our past members and friends were drawn closer to us again. Many friends experienced fine personal happenings, but probably the most interesting thing was that some Massage technicians wanted to join us, and the other interesting thing was that the Imported China tea set that we raffled went to Mr. Willits who is Manager of the Men's Massage Department of the Washington Athletic Club, who had ticket number 1, and who didn't happen to be there. We hope Mr. Willits will join us later.

We think it is interesting to note that among the 50 persons present were Mr. & Mrs. Lyman Archibald, Mrs. LeBaron, Mr. Harry Martin Editor of the Roosevelt American, and Mrs. Myrtle Mann of Olympia, mother of Mr. Arthur Mann, our State President. Mr. Lyman Archibald won the door prize which were two admissions to the Police-mans Ball.

as Reported by your Asst Editor

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Editors Note; The following is "OUR BUSINESS"--What are we going to do with it--Are we going to let this massage work involved pass by our door?

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#### FEATURE ARTICLE

American Bowling Congress

Bill Franklyn--Press Representative

The greatest of all participant sports event is the annual tourment of the American Bowling Congress which will be held this spring for the first time in the Pacific Northwest.

The ABC, the "World series" of bowling, will be staged in the Field Artillery Armory in Seattle starting on March 20, 1954. The event will have a field of close to 20,000 bowlers participating for top ABC honors.

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22 44-4704  
The American Bowling Congress is a membership organization of men bowlers devoted to the game of American Tenpins. It has a total membership of more than 1,650,000 individuals and is the world's largest sport organization and is one of the largest organizations of any type in the United States.

The ABC is a non-profit group and its annual tournament is merely the "show window" for this organization which has its own office bldg --a new modern structure--in Milwaukee, Wis. A staff of nearly 70 people work there, year 'round, in servicing the more than 350,000 bowling teams under its jurisdiction. The ABC spends \$2,500 each day in the year in service to its members. An average of over 3,200 pieces of mail are handled every day in the ABC's home office.

The ABC tournament--this year will be its 51st--is held each year and is allocated to cities around the nation on an eight year rotation plan. It is to be staged in the Western area of the United States once in this eight year period. Under this system the first ABC was held on the West Coast in 1947 in Los Angeles where there was a total entry of 3,356 teams. Seattle is the second Coast City to play host to the Bowlers of the nation.

The very first ABC was held in Chicago in 1901 and had an entry of 41 teams. The 50th anniversary tournament--the Golden Jubilee event--was held in Chicago last year and there were 8,180 teams represented with a bowling field of 43,000 keglers. The 50th anniversary tournament participants were competing for a prize fund of \$573,860.

Being staged in an area far away from the center of the bowling population of the United States, the 1954 ABC in Seattle, will have a far less participants than the average tournament of the ABC. But every name bowler--every star of the game, will appear on the Seattle scene to take part and compete for the coveted ABC titles. They will come from every corner of the U.S. and also from Canada; from Alaska and yes, they'll be here from Hawaii too. There will be oldsters and youngsters in the lineup. One Seattle man, entered in the event, is Fred Gibbs, an 87 year old veteran of bowling. A team, averaging 71 years of age, will come more than 600 miles from Hamilton, Montana to appear. The greatest of the oldtimers who will appear in Seattle, will be Ed "Old Sarge" Easter, a world renown bowler, who is now 70 years of age and still boasts of a 200 average. The "Old Sarge" won his first ABC title, as an anchor man of the ABC championship Pepsi-Cola team in 1950, at the age of 67. The same year he paired with 21 year old Ed Lubanski, of Detroit, to win the national match game doubles championship.

The ABC will construct 32 new alleys and install its equipment for the tournament. The alley construction will start on February 17th and the public is welcome to look in on the big job.

As a spectacle the ABC is one of the greatest of all shows. It draws huge crowds of onlookers wherever it is held.

By Bill Franklyn-Press Representative Main 0701

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Read this---maybe the Bowlers are  
not on your list--No?

I made a list of friends  
Of friends to hold.  
One stole my happiness  
And one my gold.

But someone came and put  
His arms around  
Yes, in my hour of grief  
A friend I found.

One went away, nor came  
To say goodbye,  
One told a secret, and  
One told a lie.

One gave me strength when I  
Began to fall,  
A friend who was not on

( See pg 22) My list at all.



OUR MESSAGE MARKET!

MESSAGE to those that know, it is THE MAJESTIC HEALER. To those of us who administer or patronize the master of massage it is the greatest and most generally effective of all remedial recorded of man. Those of us who are so initiated are happy with our use of this ancient, yet new method of health giving. Yet we are concerned that there are so many of our friends and fellow beings who have not yet made the discovery as we have, and who are still among those who have heard about its benefits and who have taken such hearing with too much of the proverbial grain of salt.

These thousands of persons are at present one of the great markets yet untapped for our services. How may we tap this market is the question uppermost in the minds of most of us. How to bring the healthful touch of massage to those who need the fine benefits that the skilled massage technician can bring them.

Marketing a product or a service is one of the great selling jobs before us. When we start to market any thing we must first get the best product we can possibly obtain. In our case that means raising our Standards that when a prospective patron decides to test the art that they will find the artist the most competent that skill and training can produce. Then we must get that information to the public as truthfully in regard to its true merits as possible that means that absurd claims must be restrained. That means a code of ethics, a policing as it were of our profession. Then it means that we must stay within the limits of true massage infringing on no other profession and see to it that no other profession encroaches on our territory.

The Satisfied patron is, has been, and always will be the most effective sales agent we have and the most inexpensive. Keeping him in that frame of mind is the greatest work before all of us. That means making no claims we cannot fulfill and nothing that we are not fully entitled to do.

We are striving to respect and honor our profession as best we can. It occurs to me that we must as a group and as individuals refrain from casting disparaging remarks about any other profession or its members. For the golden rule it seems would surely apply here that should we wish the respect of others we must respect them.

By Arthur Dunbar--Editor.

LETTER FROM IOWA CHAPTER

January 26, 1954

Davenport Iowa

Members of Washington Chapter;-

Please accept the Congratulations of the Iowa Chapter in this year 5th Anniversary. I think you have made some remarkable achievements. You gave us a wonderful convention last August. Your membership is some thing to be proud of, and your Bulletin is also an Inspiration to the rest of us. Also I don't think I ever met so many really nice people at one time as I did at your Convention last August.

About the 1954 convention. Mr. Carlson asked if he might have August 5, 6, 7, 8 this year. August 5th will be set aside for committee meetings, for Officers and appointees of committees, other than Officers. The 6th & 7th for Business, Speakers, and demonstrations. The 8th for recreation entertainment etc. I don't know if this means we can't have our dinner as usual on Saturday night or not, but I'm sure we are willing to comply with any request which will be good for us.

Any worthwhile demonstrations you would like to see or give please let us know. Any one offering their service will certainly be

welcomed. Let us know soon.

President Iowa Chapter

Sincerely and Fraternally yours  
(Signature) Floy Brownlie.

Some More Markets--Seattle Sea Fair.

At January 10th meeting of the Seattle Local, a motion was passed that our Seattle Local take part in the Greater Seattle Sea Fair, It was there decided that we would put in a "ROUND ROBBIN" Advertisement about our A.A.M.M. which would cost each member participating about \$5.00. At once the \$5.00 bills began to pour forth, and enough were collected to almost pay for the Advertisement that will be in about 150,000 Seafair programs. Each name will cost \$5.00. If there are others that wish their names to appear in this advertisement they must send their \$5.00 to Mrs. Regina Williams 5238 University Way Seattle.

Mr. Niedfelt was instructed to contact proper persons about this add. This he did, and found that the Seafair program would not be open until March at the earliest, and the Advertisement will be accepted. Also Mr. Niedfelt found that the A.A.M.M. would be entitled to a "Float" in the Seafair parade. Upon asking what constituted a "Float" Mr. Niedfelt was told that "Just a plain automobile decorated with flowers would not do"---But if we got a truck, and put a Massage Parlor with massage table etc. on the truck with suitable signs, it would be O.K.---Lets all get behind our very first public (or civic) participation--- It will pay all of us to be somewhat civic minded. Let us urge you to contact Mrs. Williams with your \$5.00 if you wish to participate. --- By Niedfelt

By

P.R. Canaday

3018 Kent--Des Moines Wash.

Though composed of many organs, our bodies have but four sources of elimination. the skin, lungs, kidneys, and the bowels. The two former absorb or gather energy to eliminate poisons and waste materials. An active state of the Skin is found present in almost all chronic maladies. This is not only a consequence but often a direct cause of seriously affected nerves and unhealthy body conditions. In a healthy body the moisture excreted from the skin, through more than three million pores is twice that given off by the lungs. Therefore the skin is the greatest and most effective organ of the body, yet this great medium of getting rid of body poisons is often overlooked.

Steam baths are unexcelled in opening these three million pores, giving the blood stream free access to the pores. These baths are very invigorating, they vitalize and rejuvenate the entire nervous system, soften and beautify the skin. They place your body in a condition to serve you boundlessly and efficiently. They not only aid nature in healing but are a true natural means of preventing diseases. They are especially valuable in the treatment of rheumatism, neuritis, lumbago, diabetes, dropsy, brights disease, asthma, catarrhal conditions, depleted nerves, or a bad case of neuritis to entirely disappear as a result of taking one of these baths.

&

Seattle Local Meeting

March 7th-1954

Swedish Club---- 1627--8th Ave 8:00 P.M.

We plan to have Dr. Ed. Turnsen, formerly of Austria to give us a talk on the subject of "WHAT IS THE FUTURE OF MASSAGE?--WHAT IS THE PATH TO THAT FUTURE? Dr. Turnsen is also scheduled to give us a demonstration of General Massage.

It might pay you to come to this meeting. The Niagra Company has placed an advertisement in the Seattle Times about their MASSAGE machine--chair etc.